



Risk Communication for Clinicians

Presentation Overview

Risk Communication...

- ♠ What is it, and what is it for?
- ♠ How can it improve clinical care?
- ♠ Why does DoD care about it?
- ♠ Tools for DoD and VA clinicians.

What is Risk Communication?

An interactive process of exchange of information and opinion among individuals, groups, and institutions. It involves multiple messages about the nature of risk and other messages, not strictly about risk, that express concern, opinions, or reactions to risk messages or to legal and institutions arrangements for risk managers.

**National Research Council,
Committee on
Risk Perception and
Communication; 1989**



What is Risk Communication?

Building and maintaining relationships based on the effective exchange of technical and/or scientific information between concerned stakeholders about an actual or perceived risk

Risk Communication Team, USA CHPPM

What is Risk Communication?

A science-based approach for communicating effectively in:

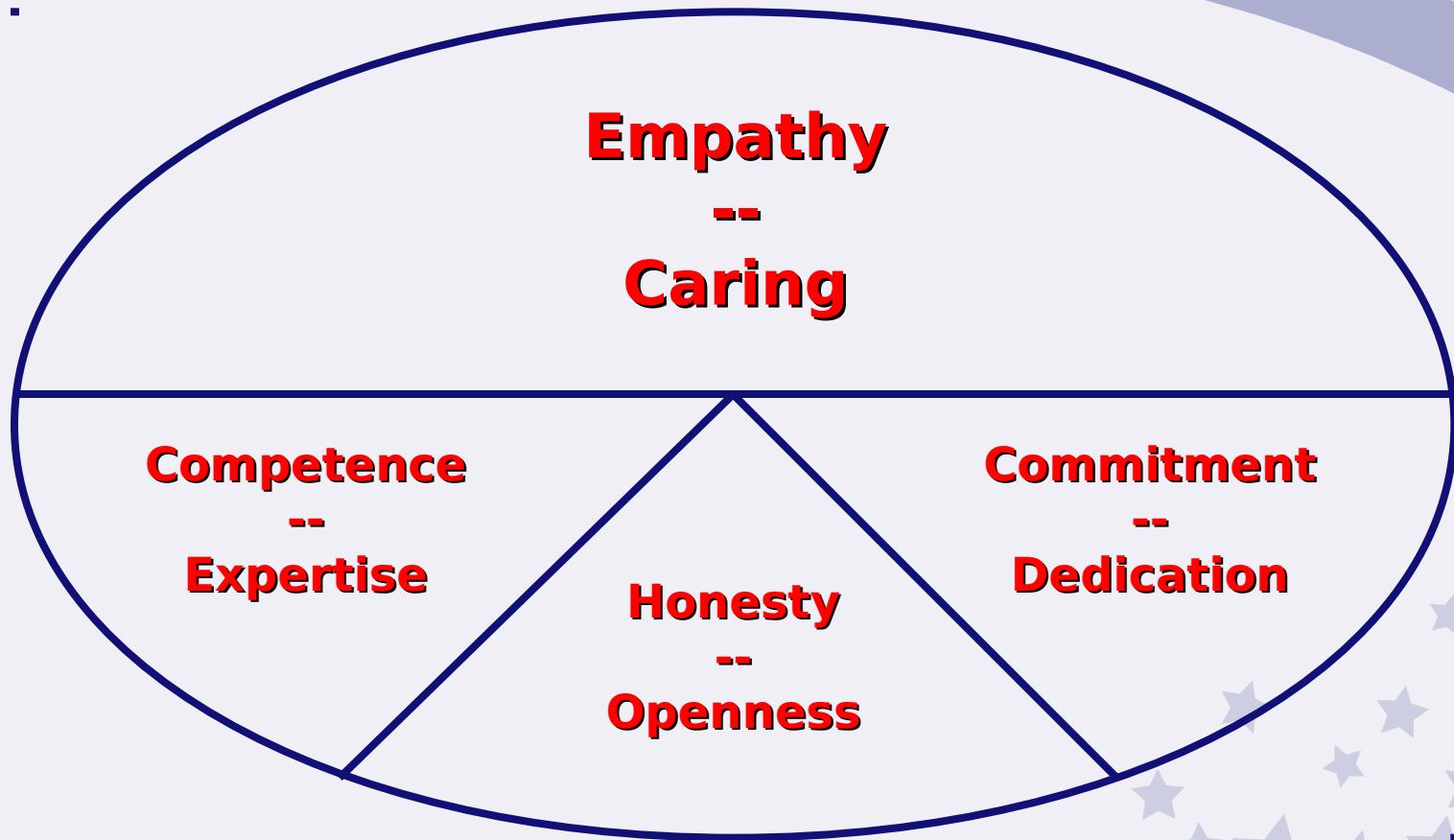
- ♠ High concern
- ♠ Low trust
- ♠ Sensitive or
- ♠ Controversial situations.

Vincent Covello, Center for Risk Communication

Trust and Credibility

- ♠ Low trust and high concern situations
 - Communication skills essential.
 - Mistakes amplified.
 - Negatives amplified.
- ♠ Risk communication helpful in all situations with high concern, even if trust is high.

Components of Trust



**Acceptability of
risk
is value laden**



Seven Central 'Rules' of Risk Communication



- ♠ Rule 1. Accept and involve the recipient of information as a Legitimate Partner.
- ♠ Rule 2. Plan Carefully and Evaluate Communication Performance.
- ♠ Rule 3. Listen to Your Audience.
- ♠ Rule 4. Be Honest, Frank, and Open.

Seven Central 'Rules' of Risk Communication (Continued)



- ♠ Rule 5. Coordinate and Collaborate with other Credible Sources.
- ♠ Rule 6. Plan for Media Influence.
- ♠ Rule 7. Speak Clearly and with Compassion.

Military & Occupational Health Applications



What Risks Concern Patients?

- ♠ Risk of Various Illnesses.
- ♠ Risk of Death.
- ♠ Risks associated with Medical Tests & Treatments.
- ♠ Risks & causes of medically unexplained symptoms
- ♠ Risk of workplace or other exposures.

Does Risk Communication Have Clinical Value?



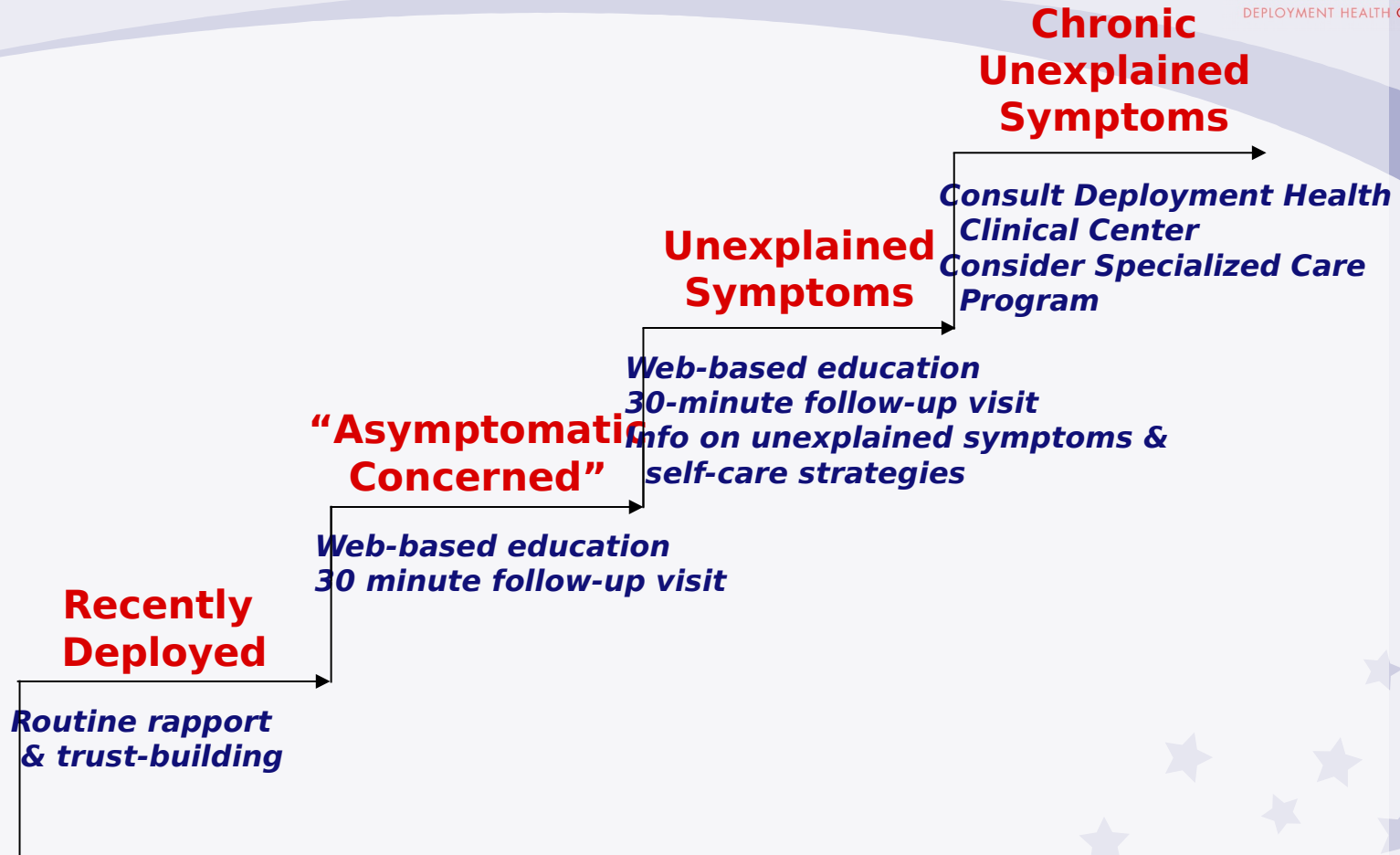
- ♠ Risk communication takes time at the start.
- ♠ Pays off over the course of treatment.
- ♠ Lessens patient-provider tensions.
- ♠ Improves adherence to medical advice.
- ♠ Mitigates against “difficult” patients.
- ♠ Increases patient & provider satisfaction with care
- ♠ Enhances patient trust in the clinician and health care system.

DoD-VA CLINICAL PRACTICE GUIDELINE ON *POST-DEPLOYMENT HEALTH EVALUATION & MANAGEMENT*

***Defining “Best Clinical Risk
Communication Practices” in the Military &
Veteran Context and Providing Tools to
Encourage Their Use.***



The Stepped Risk Communication Strategy Prescribed in the CPG



Other Guideline Clinical Risk Communication Tools



- ♠ DoD Deployment Health Clinical Center
- ♠ Specialized Care Program
- ♠ PDHealth.mil
- ♠ “Health-e VOICE”
- ♠ “Envite” Risk Communication Mnemonic
- ♠ Toll-Free Helpline for clinicians & patients ★

Deployment Health Clinical Center



A resource for post-deployment care.

- ♠ Delivers consultation & referral services for post-deployment health issues.
- ♠ Fosters system-wide movement toward patient-centered post-deployment health care.
- ♠ Supports clinicians seeking to improve post-deployment services and related clinical skills.

The Specialized Care Program

A Worldwide Referral Care Resource



DoD Deployment Health Clinical Center 866-559-1627

Walter Reed Army Medical Center 202-782-6563

Building 2, Room 3G04 DSN: 662

6900 Georgia Ave, NW pdhealth@na.amedd.army.mil

Washington, DC 20307-5001

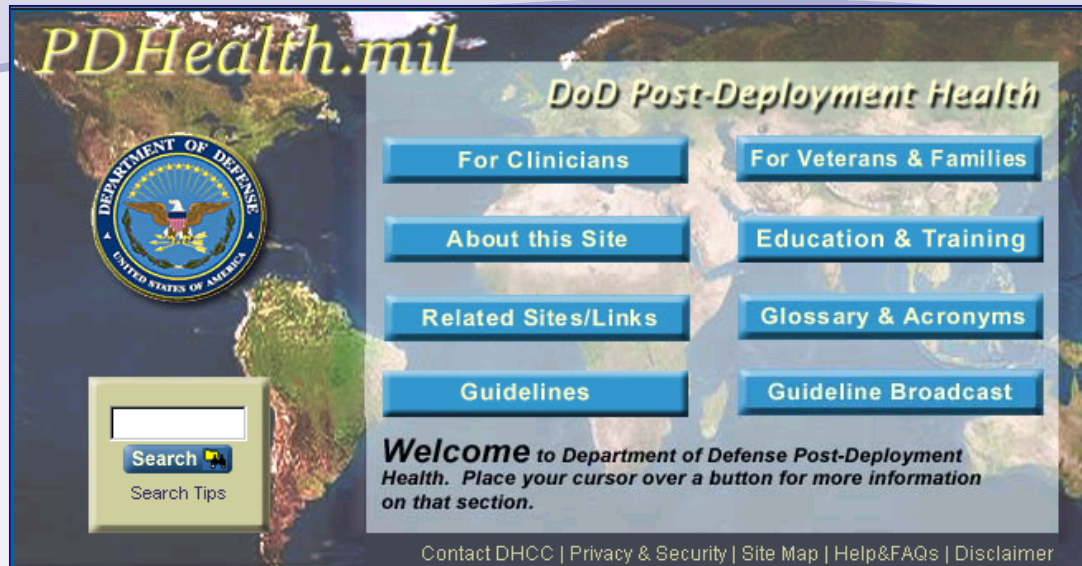


PDHealth.mil

World Wide Web Support for Post-Deployment Health Care

*Designed For Federal & Civilian Clinicians, Soldiers, & Their
Families*

<http://www.PDHealth.mil>



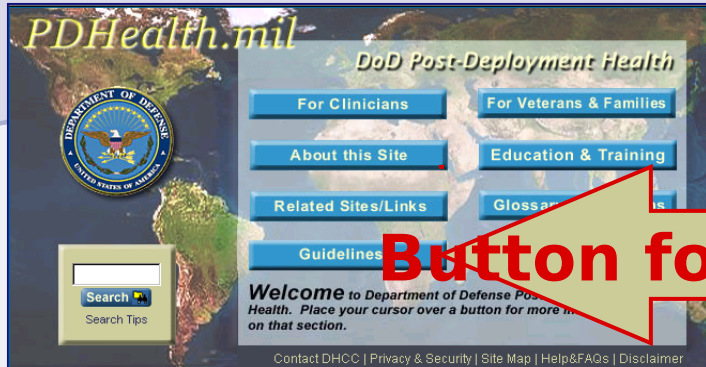
- ♠ For Clinicians
- ♠ For Veterans & Families
- ♠ About this Site
- ♠ Education and Training
- ♠ Related Sites/Links
- ♠ Glossary & Acronyms
- ♠ Guidelines
- ♠ Guideline Broadcast
- ♠ Help & FAQs
- ♠ Site Map
- ♠ Contact DHCC

Site Features

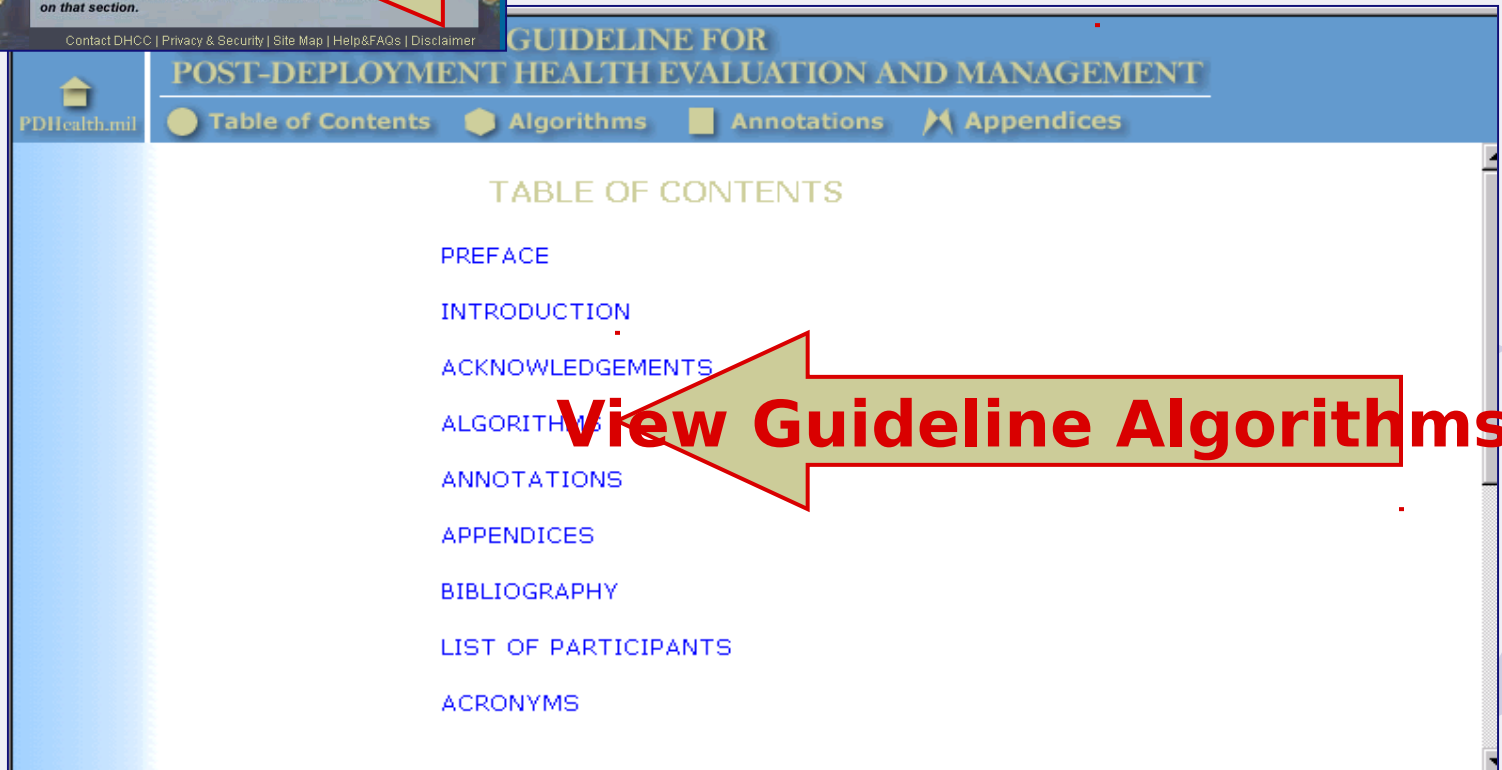
- ♠ Covers all deployments since 1990
- ♠ Adheres to “two-minute rule”
- ♠ Structured PubMed (NLM Medline) searches
 - Clinically relevant deployment-related scientific medical literature
 - Covers various exposures of military concern

Navigable Practice Guidelines

PDHealth Evaluation & Management



Button for Practice Guideline



View Guideline Algorithms

Site Features (Continued)

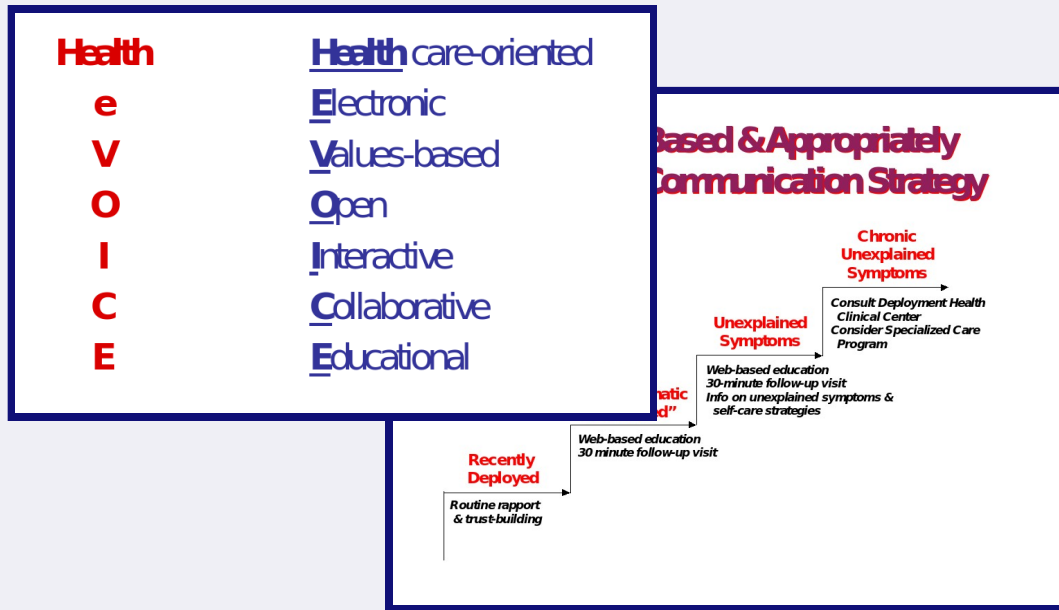
- ♠ **“What your patients may be reading...”**
 - Unfiltered deployment-related media literature
 - Helps anticipate patient concerns and questions
- ♠ **Information to offer patients**
- ♠ **Announcements for military-relevant continuing education & training**
- ♠ **New section on “The War on Terrorism”**
- ♠ **Specific diseases and concerns**

Who Needs Clinical Risk Communication Expertise?



The Entire Practice Team...

- ♠ Physicians
- ♠ Physician Assistants
- ♠ Nurses
- ♠ Paraprofessionals
- ♠ Unit Clerks
- ♠ Receptionists



“Health-e VOICE”

A CDC-funded Project To Develop & Evaluate An Online Continuing Education Tool That Aims To Optimize Guideline-Directed Clinical Risk Communication

“ENVITE” -

Mnemonic for Framing Risk Messages

- ♠ **E**mpathy
- ♠ **N**on-confrontational
- ♠ **V**alidate
- ♠ **I**nform
- ♠ **T**ake action
- ♠ **E**nlist cooperation

Summary

- ♠ Risk communication involves low trust-high concern situations.
- ♠ Trust and credibility are the heart of relationships and risk communication.
- ♠ Value your patients views and beliefs.
- ♠ Use the tools developed to help you.
- ♠ Post-Deployment Health Clinical Practice Guideline offers a stepped approach to risk communication.
- ♠ Visit “PDHealth.mil” for clinically relevant risk communication information

Please Contact Us!



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